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Inside Information

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of Agriculture

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VISUAL SPECIALIST SOUGHT BY USDA AGENCY

USDA's Food Safety & Inspection Service has announced a vacancy for a visual information specialist (GS-1084) at either a grade 7 or 9 level.

The incumbent will prepare a wide variety of audiovisual information materials, including slide shows, motion pictures, video tapes, radio and TV public service announcements, radio news features and radio news stories.

Candidates for the GS-7 must have 3 years of general experience and one year of specialized experience, while candidates for the GS-9 level must have 2 years of specialized experience.

The specialized experience is described as that of preparing and using photographs, illustrations, drawings and other kinds of visuals for communicating information.

Deadline for applications is Nov. 15.

For further information, contact Jody Myers, Personnel Division, Food Safety & Inspection Service, Room 3438-S, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-4815.

FORMER USDA PHOTOGRAPHY CHIEF DIES

Al Mathews, former chief of USDA's Photography Division, died recently.

A one-time photographer for the Scranton (Pa.) TIMES, Mathews first joined USDA as a photographer in 1940.

Later he served with the U.S. Army in the China-Burma-India theatre of operations during World War II.

Mathews headed the USDA Photography Division from 1965 until his retirement in 1971.

CHANGES IN USDA NEWS OPERATIONS REPORTED

Some changes in news operations were announced at the last weekly USDA public affairs council meeting, and some concerns were expressed by acting assistant public information director Stan Prochaska.

Assistant Secretary Wilmer Mizell (for governmental and public affairs) has requested that regional news releases prepared and issued by USDA agencies be reviewed by the agencies' respective under or assistant secretaries' offices.

The request was issued following a discussion at the Secretary's staff meeting concerning the need to be kept informed of departmental and agency public announcements.

Assistant Secretary Mizell also recommended that all agency information staffs alert their respective agency's legislative officers about pending news releases.

In that connection, both national and regional news releases will be given to USDA's Office of Congressional Affairs before issuance.

It has been standard procedure for the USDA News Center to provide copies of national news releases to the Office of Congressional Affairs.

Agencies now will provide a copy of their regional announcements to the Congressional Affairs Office after review by the USDA News Center.

A reminder was issued to all agencies, concerning national announcements, that final clearance with under and assistant secretaries, and with the Secretary's Office, rests with the USDA News Center. Even if agencies have prior clearance on a national release, the News Center is obligated to clear the final copy before official release.

Some concern was expressed about late afternoon releases. Agencies are urged to get their copy to the USDA News Center by noon, if intentions are to have the announcement issued that day.

The hours of the USDA News Center in the Office of Information have been extended at the end of the day from 5 p.m. to 5:30 p.m. The News Center opens at 6:30 a.m. when work begins on the daily news summary, "AGa.m."

Agencies are requested to always have someone available in the late afternoon to respond to inquiries forwarded by the News Center, especially on days when the agency has had an important announcement.

Any planned contacts by the agencies with major news media, such as national or regional broadcast networks, wire news services, national magazines, national newspapers (WALL STREET JOURNAL, USA TODAY, CHRISTIAN SCIENCE MONITOR, etc.), national newsletters and similar outlets, are to be coordinated through the media liaison staff in the News Center.

If agencies are contacted by these national media, then the News Center's media liaison staff should be notified to keep them informed.

Many of these changes and other possible changes are expected to be spelled out in the "news" section of the upcoming USDA Public Information Policy Book. The new policy guide will incorporate the previous USDA News Policy & Style Guide book.

MIZELL TO ADDRESS WASHINGTON ACE GROUP

Wilmer (Vinegar Bend) Mizell, assistant secretary of agriculture for governmental and public affairs, will address the monthly meeting of the Washington, D.C., region of the Agricultural Communicators in Education at 2 p.m. on Wednesday, Nov. 3, in Room 2096-S of the USDA South Building.

JCP SPELLS OUT PUBLICATIONS SALES RULES

Agency user fee programs for periodicals and publications may be in conflict with Superintendent of Documents sales programs.

In a letter sent to heads of federal departments and agencies, Sen. Charles McMathias, chairman of the congressional Joint Committee on Printing, says any agency which contemplates installing a user fee program for periodicals or publications after Oct. 1 must submit a description of that program to the Joint Committee for approval before starting such a program.

Any agency that had a user fee program in operation Oct. 1 must submit a description of that program to the Joint Committee by Nov. 1.

In effect what the JCP chairman says is that the Superintendent of Documents has several sales programs to recover all or part of the cost of offering periodicals or publications to the public, and that those sales programs are available to all agencies in carrying out their periodical and publications cost reduction and recovery programs.

USDA's Publications Division has developed a special form for use by USDA agencies in either requesting approval for future user fee programs or for fulfilling the reporting requirement for existing user fee programs.

Any USDA agency wanting to work with the Superintendent of Documents to explore a publications or periodical sales program should work with Frank Samay of USDA's Publications Division, Room 508-A, or call at 447-7487.

Meanwhile, a Government Printing Office task force on pricing of sales publications has asked to meet with Nelson Fitton, acting assistant information director for publishing, design and printing.

The GPO task force is reviewing the pricing policy of the Superintendent of Documents to determine how to better meet the needs of federal agencies.

One of the major issues that will be discussed with the task force is the minimum price of \$1.75 per publication which eliminates the sales of many USDA publications.

USDA AGENCY EXHIBIT PLANS REQUESTED

USDA agencies have been asked to notify the USDA Design Division before making any commitments to exhibit at national or multi-state meetings and at similar major public functions.

In a memorandum to all agency information directors, acting USDA Information Director Earl Cox said prior notification from agencies will enable the department and its agencies to plan better exhibits and take advantage of cost efficiencies during a period of fiscal restraints.

Cox asked the agencies to submit their long range plans for exhibiting in fiscal year 1983, listing the date, name and place of the trade show, meeting, conference or other activity, and to indicate whether the agency exhibited at the same event in FY 1982.

The plans are due to George Baka, acting head of the Design Division, by Nov. 15.

Cox's memorandum points out that the departmental regulations state agencies are to notify the Design Division, in writing, as much in advance as possible so that the Design Division may coordinate rentals, installations, staffing of exhibits and drayage functions when more than one agency plans to exhibit at the same major function. Cox stressed that the agencies must make their reports to the Design Division before the agency commits itself to exhibiting at a major event.

"INSIDE" BACK IN THE PINK

An explanation for three "pale" (or white) editions of "Inside Information" was given to readers in the Sept. 27 issue (the printers had run out of pink paper).

It was suggested that maybe the newsletter could remain white instead of going back to the time-honored "pink sheet." Readers were asked to comment.

The vote was overwhelmingly in favor of returning to the pink paper (2-0).

One reader, Charlie Newlon of USDA's Forest Service, even went to far as to get poetic with his ballot:

"There once was a newsletter in pink,
Chock full of useful info I think.
For a number of issues 'twas printed on white,
Which is not a concern. Not quite.
For hue does not a newsletter make --
Nor does the color of ink!"

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Acting Assistant Information Director, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.